

## Learn about the registry

The Do Not Call Registry was developed in 2003 to give consumers more control over the telemarketing calls coming into their homes. The program is managed and enforced by the Federal Trade Commission on a national level. The South Dakota Public Utilities Commission oversees the registry, including consumer assistance and telemarketer enforcement, from a statewide standpoint.



Do Not Call Registry information for consumers and telemarketers, including frequently asked questions and respective answers, can be found online at [www.SDDoNotCall.com](http://www.SDDoNotCall.com).

## Protect yourself

There are numerous federal and state telemarketing laws in place to protect consumers. Being informed is your best defense against fraudulent, deceptive and unfair business practices that can take place over the telephone. Following is a sampling of standards of conduct for telemarketing calls.

Telemarketing calls may not be made on Sunday and are restricted to the hours between 9 a.m. and 9 p.m. the rest of the week.

Telemarketers must promptly tell you the identity of the seller or charitable organization and that the call is a sales call or a charitable solicitation.

Within 30 seconds of the call, the telemarketer must ask if you are interested in hearing the sales presentation and must hang up if you are not.

The telemarketer must terminate the call anytime you express a disinterest in the goods or services offered.

Any verbal agreement made by you to purchase any goods or services from a telemarketer is not valid and legally binding unless the telemarketer receives from you a signed, written confirmation that discloses in full the terms of the sale agreed upon.

Visit the Web site of the South Dakota Attorney General at [www.state.sd.us/atg](http://www.state.sd.us/atg) for more consumer protection information.

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# NATIONAL DO NOT CALL REGISTRY



*South Dakota*

**Public Utilities Commission**

500 E. Capitol Ave.  
Pierre, SD 57501-5070  
[www.puc.sd.gov](http://www.puc.sd.gov)  
1-800-332-1782

## Join the Do Not Call Registry

There are two ways to easily list your telephone number on the Do Not Call Registry to decrease the number of telemarketing calls you receive.

**Register by telephone:** Call toll-free 1-888-382-1222 (TTY toll-free: 1-866-290-4236) from the number you want to register. You may register only the number from which you called.

**Register online:** Go to [www.DoNotCall.gov](http://www.DoNotCall.gov). With this option, you may register up to three telephone numbers and will be required to enter an e-mail address. After submitting your telephone number, you will receive an immediate e-mail with a link you must click on within 72 hours to validate your registration.

Residential and personal cell telephone numbers may be listed on the Do Not Call Registry. Business telephone numbers are not eligible for the registry.

You should notice a decrease in telemarketing calls 31 days after your registration.

Your telephone number will remain on the Do Not Call Registry for five years. When registering online, you will receive a written confirmation that includes an expiration date. You may renew your registration prior to its expiration for an additional five-year period. Your registration may be verified anytime at the Web site, [www.DoNotCall.gov](http://www.DoNotCall.gov).

## Understand the exemptions

There are a few types of calls not affected by the Do Not Call Registry. That is, you may receive these types of telemarketing calls even though your telephone number is listed on the registry.

Calls from or on behalf of political organizations or candidates, charities and telephone surveyors are allowed.

Calls from companies with which you have an existing business relationship are allowed. Additionally, a company may call you for 18 months after you make a purchase or three months after you submit an inquiry or application.

Calls from companies you have given permission to call are allowed.



## Report violations

Telemarketers may not place calls to telephone numbers listed on the Do Not Call Registry and are required to check the registry every 31 days for newly enrolled numbers. These companies are also required to register with the South Dakota Public Utilities Commission before placing any telemarketing calls to South Dakotans.

If your telephone number has been listed on the Do Not Call Registry for at least 31 days and you receive a call from a telemarketer, you may report the violation to the South Dakota PUC, the Federal Trade Commission or the Federal Communications Commission. Do Not Call complaints must include the date of the call and the company's name or telephone number.

## File complaints

**South Dakota PUC:** Use the consumer assistance complaint form at [www.puc.sd.gov](http://www.puc.sd.gov), e-mail [PUCConsumerInfo@state.sd.us](mailto:PUCConsumerInfo@state.sd.us), write to SD PUC, 500 E. Capitol Ave., Pierre, SD 57501 or call 1-800-332-1782.

**FTC:** Complete a form online at [www.DoNotCall.gov](http://www.DoNotCall.gov), or call toll-free 1-888-382-1222 (TTY toll-free: 1-866-290-4236).

**FCC:** Complete a form online at [www.fcc.gov/cgb/complaints.html](http://www.fcc.gov/cgb/complaints.html), e-mail [FCCInfo@fcc.gov](mailto:FCCInfo@fcc.gov), or call toll-free 1-888-225-5322 (TTY toll-free: 1-888-835-5322).

Remember, even if your number is listed on the Do Not Call Registry, companies with which you do business may continue to call you. So may charities, political organizations and telephone surveyors.